

## **SMALL BUSINESS RESEARCH ADVOCATE OF THE YEAR**



**Dr. Tung Bui**  
UH College of Business  
Administration  
Region IX & State of Hawaii

Aware of the challenges small businesses face in dealing with the global economy, **Dr. Tung Bui** has gone beyond research on trends, technology and economics to work shoulder to shoulder with local small business owners responding to changing markets and management techniques. Bui focuses his research in the area of information technology management and business strategy. He has produced several landmark studies including “E-commerce Trends in Hawaii,” the “Hawaii 2020 – A View of the Future” in 2002, and the 97 page “E-Commerce Readiness in APEC Economies.” Bui has organized seminars and workshops, planned trade missions to Asia, is involved with many agencies fostering development in Pacific Rim countries. With his broad network of contacts and his knowledge of business, his consulting has had far reaching impact on many small business owners and programs in Hawaii and beyond. *Nominated by: Dr. James Wills, University of Hawaii College of Business Administration.*